



The Road Home

BUILDING A SAFER,
STRONGER, SMARTER LOUISIANA

*Program developed by
Governor Kathleen Babineaux Blanco*

www.road2LA.org

1.888.ROAD.2.LA

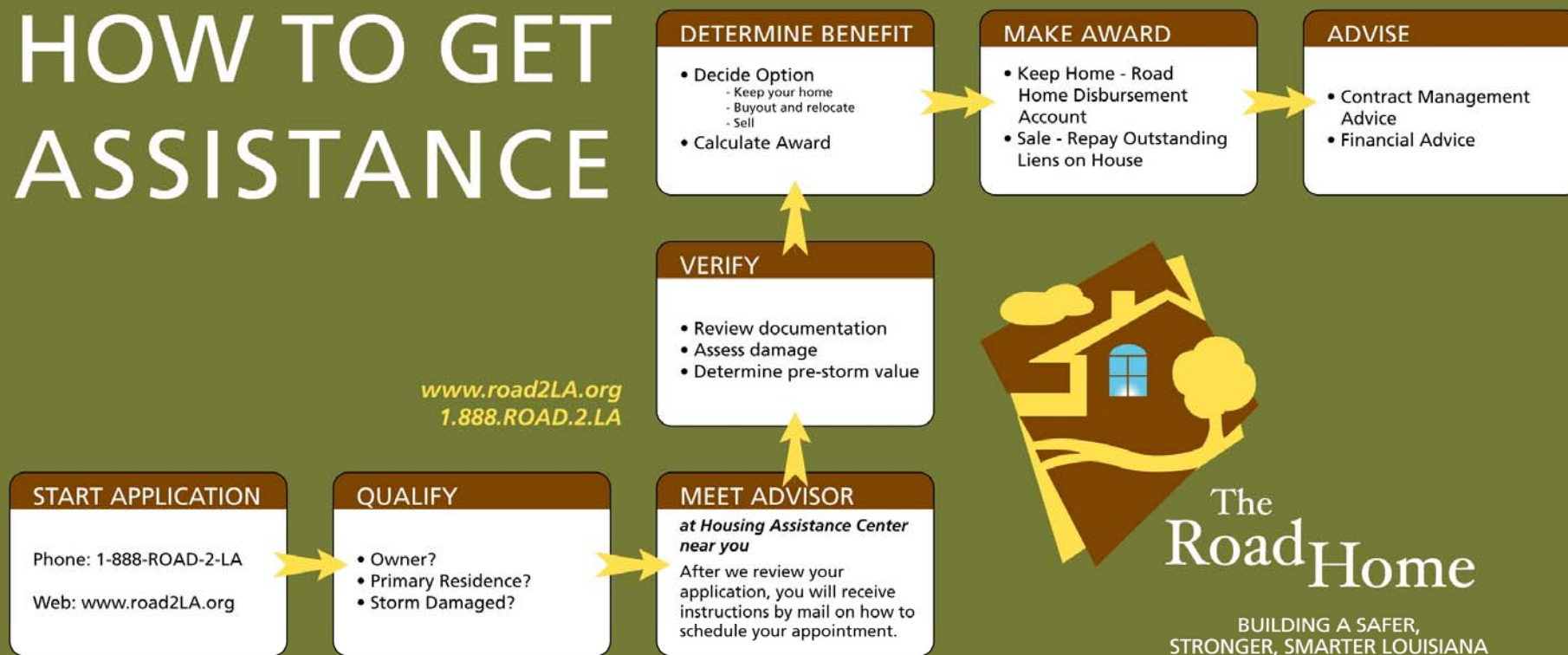




The Process

BUILDING A SAFER, STRONGER, SMARTER LOUISIANA

HOW TO GET ASSISTANCE





Communications Overview

- Housing Assistance Centers open
- Launch advertising campaign
- Media plans
- Anniversary publicity opportunities
- Community outreach
- Speakers bureau
- Key influencer packets
- Direct mail to registrants



HACs Grand Openings

- Governor Blanco to tour media and officially open centers
 - Lake Charles August 18
 - New Orleans August 22
 - Houma August 24
 - Others TBD week of August 21



Advertising Campaign

- TV, radio, print, website advertising
 - Ad series focuses on regionalization
 - Southwestern LA
 - New Orleans area
 - Campaign to be unveiled at Lake Charles HAC opening
 - Campaign launches Aug. 18
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Anniversary Publicity

- Media center in New Orleans
 - Aug. 21 – 31
- Press kit materials



Speakers Bureau

- Requests for speakers from all over the state
- Identify speakers from Road Home, LRA, OCD to participate
- Training and presentation materials available



Key Influencers

- Legislators – Federal and State
- Parish leaders
- Informational packets
- Presentations with talking points



Direct Mail

- Mailed to all pre-registrants
- Includes applications and instructions
- Anti-fraud information, elevation fact sheet



Community Outreach

- Community outreach is an integral part of larger communications effort
- Developed specifically for grass roots delivery
- Dedicated effort with dedicated staffing
- Building extensive “places of worship” network



Community Outreach

- July 28: statewide non-profit informational session held in Baton Rouge (approx. 60 organizations represented)
- Smaller focus groups held with non-profit housing organizations to prepare groups for outreach and service delivery



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